

wedding planning



FREQUENTLY ASKED QUESTIONS

Q HOW MUCH SHOULD I BUDGET FOR MY WEDDING FLOWERS?

There is a lot of variability when it comes to wedding flower prices. Factors such as seasonality, variety and the size of instalments will all impact on the cost of your wedding flowers.

As a guide, we suggest 10-15% of your total wedding budget should be allocated to your wedding flowers. If you plan on hiring a stylist or you want florals to be a significant component of the experience of the day, we would recommend allocating closer to 25-35% of your total budget to flowers.

We are finding that more and more couples are making their flowers the key element of their wedding day styling and are therefore increasing their budget allocation to ensure their florals bring the wow factor!

As a reference, the majority of our couples spend between \$3000 and \$10,000 on their wedding flowers and/or styling. That being said, we do not have a minimum spend on wedding flowers and we love working with couples no matter their budget! We offer a range of options for different price points and these can be found in our Wedding Information Pack.

Q HOW WOULD YOU DESCRIBE VICTORIA HALL'S STYLE?

We would describe our "signature style" as modern elegance. Its bold but timeless.

We love to incorporate a dash of drama, whimsy and romance in our work. We always use premium seasonal flowers in layered colour palettes, and we design with strong grouped blooms and organic edges.

We draw inspiration from couture fashion, interior design trends and the timeless beauty of European architecture.



Q I DON'T KNOW THE DIFFERENCE BETWEEN A ROSE AND AN ORCHID, HOW DO I EVEN BEGIN PLANNING OUT MY FLOWERS? I DON'T WANT TO LOOK SILLY!

There is no such thing as a silly question! The fact is you don't need to know the difference between a rose and an orchid...because we sure do. Weddings are our thing! We have over 15 years of combined experience across floristry, styling and wedding planning.

When you work with Victoria Hall it is a safe space for you to plan a day that fully encapsulates everything you both love. So just bring your love story, some inspo pics and an open mind and let's get creating!

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Q WHAT IS THE DIFFERENCE BETWEEN A FLORIST, A STYLIST AND A PLANNER?

Great question! It can definitely seem confusing, so we'll try to break it down for you:

FLORIST: Your florist is in charge of all of the floral and foliage elements of your day. From bouquets and buttonholes through to table centrepieces and hanging installations. Florists are experienced tradespeople who are the experts when it comes to designing, sourcing and creating flower pieces. They will be the ones up at 3am heading to market while you get your beauty sleep.

SYLIST: A stylist is all about the aesthetic elements of the day. They work with you to create a wedding vision that is reflective of you and your story. Then on the day they bring that vision to life. Napkins, candles, furniture, lighting, signage, scented candles in the bathrooms...these are all elements that your stylist will have carefully selected to create a mood and vibe that your guests will remember! They will also liaise with your floral team to ensure all of the visual aspects work together perfectly.

PLANNER: A wedding planner is a wedding administrator who will be across all of the practical elements of your day. Your planner is there to hold your hand through the process and ensure your vendors are locked in, on time and do what they are meant to do! They think about the practical things you might not know about including council permits, generators, rubbish removal and wet weather options. They will also create all your run sheets and schedules and be the main point of contact for all your wedding vendors.

Side note: We know we are biased, but one of the major advantages of working with Victoria Hall is that you are tapping into an expert team who not only live and breathe flowers, but our team has experience and qualifications in professional styling, interior styling, logistics management and event planning.

Q WHERE ARE YOU LOCATED AND WHAT AREA'S DO YOU SERVICE?

Our store and studio are located in Sale, Victoria. The majority of our weddings are based in the Gippsland area however we love discovering other places and will happily travel Australia wide to create for your day. We have also recently opened two amazing venue spaces right here in Sale.

Q HOW FAR IN ADVANCE SHOULD I BOOK?

6-12 months in advance is a great timeframe. We suggest paying your booking fee as soon as possible to secure your date, particularly if you are in the traditional peak wedding season (October – April) as these dates book up quickly. The finer details can be nussed out closer to your day.

Q TO DIY OR NOT TO DIY?

Ah! The big DIY debate!

We have been to some seriously stunning DIY weddings and if you're on a budget and have a tribe of willing and able helpers than that absolutely might be a great option for you guys.

A couple of things to keep in mind when choosing to Do It Yourself: The people that carry the biggest load of a DIY day is your friends and family as well as you guys. On the day, if things go wrong (and something nearly always does) it's going to be Aunty Pam in the kitchen helping heat up canapes and dad trying to source a marquee because Gippsland has just experienced record breaking down falls.

Whilst there can be savings when doing it yourself, many couples are shocked by how quickly the little things add up. By the time you factor in hiring furniture, bringing in portable toilets and purchasing all your styling items, you may find it is not be a huge amount more to save yourself the headache and bring in the professionals.

Bottom line our advice is: weigh up the cost/benefit ratio keeping in mind that weddings are a LOT more work than anyone imagines.

If you decide to DIY perhaps consider our Studio Collection, it's the perfect option for couples just needing a few floral products such as a bouquet and a buttonhole, and that's one less thing you'll have to worry about on the day!

Q WHAT VENDORS SHOULD I BOOK FIRST?

It really does depend on what the most important factors are to you and your partner. If music and food are a deal breaker then find out the availability of your favourite vendors in that space and work from there.

But as a rule of thumb we would recommend locking in your stylist (if using one), venue, photographer and celebrant early! These vendors tend to be booking 12 – 18 months out.

Following this look at securing your floral team, caterer and band 6 – 12 months ahead of your wedding date.

Your fashion and beauty can usually be coordinated once the major elements are locked in place.

Q ARE SOME FLOWERS ONLY AVAILABLE AT CERTAIN TIMES OF THE YEAR?

Yes, we are at the mercy of Mother Nature and weather conditions have a significant impact on the availability of flowers.

For example, Australian grown Peonies are only available for a few weeks in mid-Spring (most often November) but the specific availability often changes from year to year, depending on how cold the winter has been and how wet the early weeks of spring are.

We recommend locking in our colour palette, but being a little more flexible on the specific flower varieties.

Q OK, I LOVE THE LOOK OF YOUR WORK, HOW DO I BOOK?

We've tried to make our processes as simple for you as possible, so we have put as much info as we can on our website to make planning and booking easy:

- You'll find a link in our Wedding Information Package to an online consultation form. Fill this in with as much detail as possible and don't forget to attach your inspiration pictures.
- From there we will get a draft quote back to you. We aim to have this back within 7 days, however during peak times it may be a little longer.
- Then the ball is in your court. Review the quote, move things around, add or remove elements and when you're 100% happy give us the thumbs up!
- We take a \$500 booking fee to secure your date. This is non-refundable but it comes off the total of your wedding spend.
- Then sit back and know we are dreaming about your day and spending lots of time ensuring every little detail is perfect! But if you need us, we are just a phone call away at any time.
- You can pay off your flowers however you wish. Full payment is required 3 weeks prior to your day. At this point we will be finalising orders with our suppliers, reviewing run sheets, briefing our team and ensuring every element will be executed perfectly.
- On the day know that you have a team of gritty creatives working magic on your behalf.

